CHUCK E. TODAY

EMPLOYEE HANDBOOK

WELCOME TO THE TEAM!

We are glad you joined us. We want you to know that you are very important to our ultimate goal of making every Guest who visits us have an enjoyable experience and leave happy. It may seem like a simple goal, but we must understand that the primary reason we are here is to assure Guest satisfaction.

As a member of our team, you will be given all the tools and equipment necessary to be successful. What the team asks of you is to work each day with enthusiasm for treating your guests with excellent service and contributing to a fun, quality environment.

We are looking forward to a tremendous future and wish you personal satisfaction and professional development in your career with us.

Sincerely,

Dick

Dick Frank
Chairman of the Board

MIKE

Mike Magusiak
President

CEC Entertainment, Inc.®

Corporate Mission Statement

Increase revenues in all business units through Guest satisfaction, star cast development, and aggressive marketing which results in increased shareholder value.

PHILOSOPHY

First and foremost, we are an operating company. As a company, we will provide value to all Guests by executing in the areas of product quality, fast friendly service, and clean well maintained facilities.

OPERATING OBJECTIVE

Every Guest leaves happy.

PERFORMANCE

Our primary measure of performance is sales.

CORPORATE VALUES

We believe in the inherent worth of the individual.

Our greatest asset is our people.

Teamwork is essential. Working together not only brings out the best in all of us, it brings out the best in each of us.

We demand of ourselves, and others we deal with, the highest level of integrity.

Our practice is to make work fun.

Our belief is, if you're not serving the Guest, you should be serving someone who is!

CHUCK E. "TODAY"

STAR CAST MEMBER'S

ORIENTATION HANDBOOK

YOU ARE NOW AN OFFICIAL MEMBER OF CHUCK E. CHEESE'S® STAR CAST TEAM.

THE "STAR CAST MEMBERS 1ST DAY"

A. WELCOME & INTRODUCTIONS

- Uniform Inspection
- Explain Concept
- Present Job Aid Materials
- "Orientation" Video

15 MINUTES

B. THE CONCEPT & TRAINING PROCESS

(Follow along in the "Orientation" section of Job Function Manual)

- Concept Overview
- Company Philosophy
- Company History
- Menu Overview
- Pizza Trivia
- Guest Obsession
- $$ Perceived Value - "Our Guest Experience"
- Standards for our Guest
- Service and Hospitality
- Personality "Our Fun Factor"
- Teamwork
- Guest Complaints
- Alcohol Awareness

40 MINUTES

C. CAST MEMBER'S PAPERWORK PACKET

- I-9 (Immigration Form)
- TJTC (Targeted Jobs Tax Credit)
- PAF (Personnel Action Form)
- HCL (Hazardous Chemicals Log)
- Acknowledgments (Sexual Harassment, Safety, Work Schedules)
- Sign Personnel Envelope
- W-4
- Work Permits (if necessary)

20 MINUTES

D. TRAINING MODULES:

- Sexual Harassment
- Alcohol Awareness
- Security
- Safety

E. BENEFITS, SERVICES AND PRIVILEGES

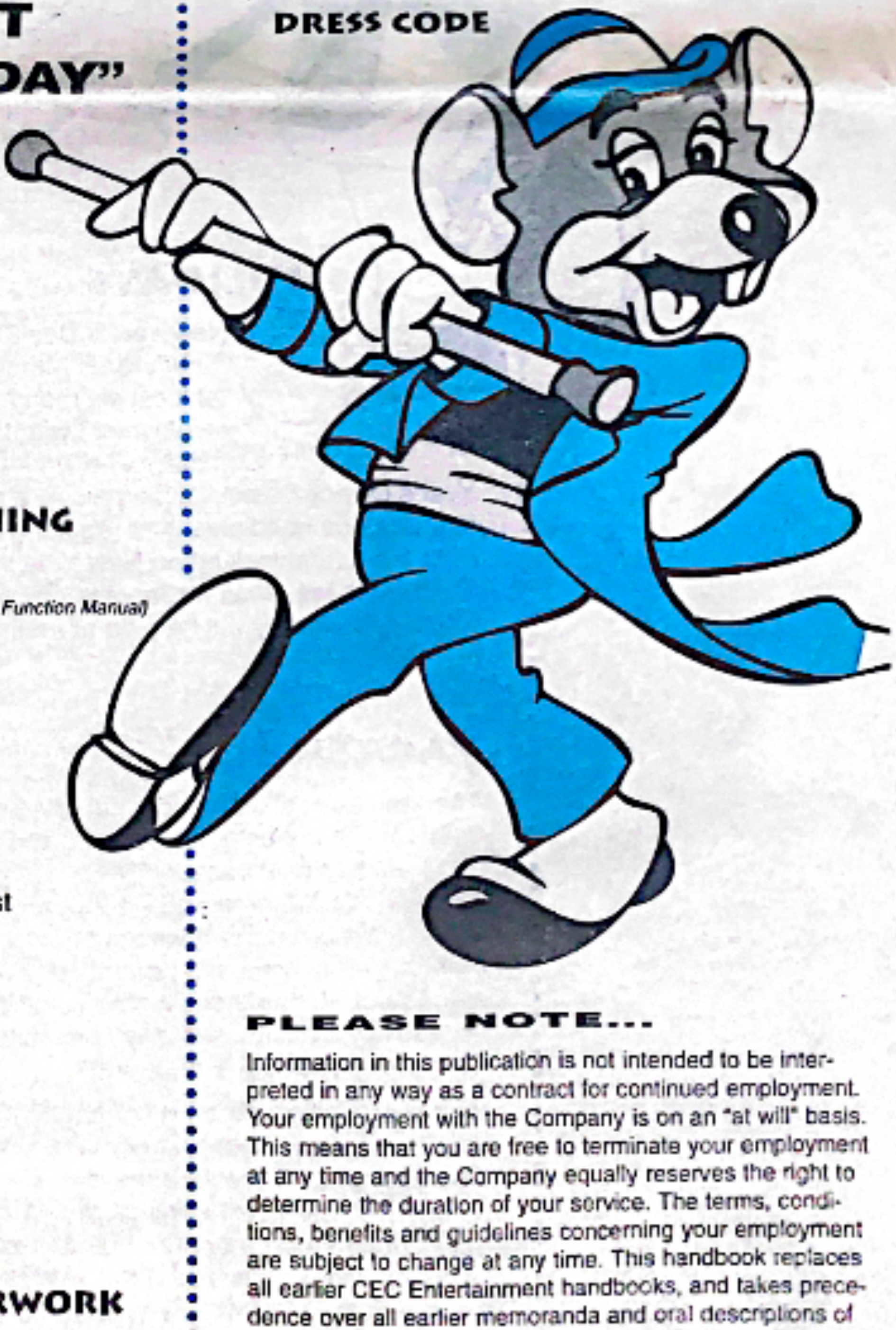
F. COMPANY POLICIES

G. THINGS TO KNOW

H. CONDUCT RULES

I. SAFETY AND SECURITY

J. STAR CAST GROOMING DRESS CODE



PLEASE NOTE...

Information in this publication is not intended to be interpreted in any way as a contract for continued employment. Your employment with the Company is on an "at will" basis. This means that you are free to terminate your employment at any time and the Company equally reserves the right to determine the duration of your service. The terms, conditions, benefits and guidelines concerning your employment are subject to change at any time. This handbook replaces all earlier CEC Entertainment handbooks, and takes precedence over all earlier memoranda and oral descriptions of personnel policies, practices and procedures. To avoid confusion, please discard and recycle any old handbooks you may have.

STAR CAST MEMBER'S BENEFITS, SERVICES AND PRIVILEGES

Aside from an enjoyable work environment and the many friendships you will begin while working for CEC Entertainment, Inc., we are proud of the special benefits that we offer our Star Cast Members. Please be aware of the following benefits, services and privileges:

CAST MEMBER MEAL/ DISCOUNT

All Star Cast Members receive a 50% discount on one (1) prescribed meal during each shift of at least six hours. Cast Members may not ring up or make their own meal.

HOLIDAYS

New Year's Day/Easter: All hourly Cast Members with at least six months of employment with the Company who work on New Year's Day or Easter will be paid at a rate of one and one half times their regular pay rate. Cast Members working on New Year's Day or Easter with less than six months employment with the Company will be paid at their regular pay rate.

VACATION

After one year of continuous full-time employment, our Star Cast Members are eligible for two weeks of paid vacation. After ten years of continuous full-time employment, our star cast members receive three weeks of paid vacation. Full-time employment is defined as working an average of 35 hours per week. Vacations will be scheduled at a time mutually convenient for the Cast Member and the restaurant.

Your vested vacation time cannot be saved up; you must take your previously vested vacation time each year. Vacation time is vested yearly on one's employment anniversary date. Vacation time earned cannot be carried over from one year to the next. Four weeks prior to the end of the anniversary year you are to give your manager notice of vacation time not taken so a vacation can be scheduled. Vacation benefits will comply with federal and state guidelines. California employees, while permitted to carry over earned vacation to the next anniversary year, cannot accrue more than the maximum annual benefit (2 weeks). Cash payment rather than vacation time off will not be authorized. Should you leave the Company for any reason, you will be paid for any vested vacation time at the previous anniversary date not yet taken. The Company will comply with state and local ordinances on termination pay.

Vacation hours accrue to each full-time hourly Cast Member based upon the hours worked each pay period and the Cast Member's length of service. The formula for vacation accrual is:

LENGTH OF SERVICE IN YEARS:	VACATION ACCRUED PER HOURS WORKED:
1-9	.0385
10	.0577

Vacation pay is only accrued for each hour worked and any vacation or holiday benefit paid. Vacation will not be accrued on sick pay or overtime pay.

While vacation hours are accrued each pay period, the vacation hours are not earned until the pay period a Cast Member reaches their anniversary date of employment. If a full-time Cast Member does not accrue at least seventy hours per year, they will earn no paid vacation.

For non-management Cast Members, vacation pay is compensated based upon a Cast Member's hourly rate at the time that the vacation is taken.

Part-time Cast Members do not qualify for vacation benefits.

JURY DUTY

Full-time Cast Members subpoenaed for jury service during scheduled working hours will be paid the difference between pay normally received and jury pay. You will be paid the difference between the jury duty fee and the hourly rate of pay for all hours spent on jury duty coinciding with your normal work day. Certification of hours served and compensation received must be presented to your manager before any difference will be paid. You will promptly be placed back on your normal work schedule upon return from jury duty.

BEREAVEMENT PAY/TIME

Star Cast Members bereaved by a death in the immediate family will be granted time off from work without pay in accordance with the following provisions:

- Full-time Cast Members who have satisfied their introductory period, will be paid for the time actually lost from their regularly scheduled work, up to a maximum of three work days.
- Immediate family is defined as a Cast Member's spouse, child, parent, or sibling.
- There may be other circumstances where the Cast Member may need time off without pay to attend the funeral of someone other than a

member of their immediate family. Each request will be considered on an individual basis.

SICK LEAVE

All full-time, hourly star cast members earn forty (40) hours of paid sick leave by working a full calendar year. This benefit does not become effective until after six months of continuous full-time employment. In other words, from the period between the sixth month effective date and your one year anniversary date, you are entitled to two and a half days of paid sick leave. Upon each anniversary date, we then grant you five days of paid sick leave which can be used during the following twelve months.

If you must be absent, you are to notify your immediate supervisor at least two hours prior to your scheduled shift. Upon return from a sick leave, you are to complete the sick/vacation leave request form to provide a formal record of the absence. You cannot receive pay in lieu of sick leave not taken. You may not accumulate sick leave not taken from one year to the next.

Part-time cast members do not qualify for sick pay benefits.

LEAVE OF ABSENCE

After six (6) months of continuous full-time employment, a Star Cast Member who finds it necessary to be absent for an extended period due to medical or family emergencies may be eligible for a leave of absence in compliance with federal and state guidelines.

- **MEDICAL LEAVE** - The intent of a medical leave of absence is to provide an employee with the necessary time to recuperate from an injury or illness. Medical leaves are governed by the guidelines of The Family and Medical Leave Act. The Human Resources Department can answer any questions you may have regarding a medical leave. If your leave is for personal illness or injury that extends beyond three (3) working days, a note from your physician stating reason and anticipated duration of leave is required. It is your responsibility to provide your supervisor with the note from your physician. Failure to keep your supervisor aware of your medical condition or failure to return to work after being released (by your personal physician) may result in your termination. A statement of medical release from your physician must be provided to your supervisor to return to work.
- **CALIFORNIA PREGNANCY DISABILITY LEAVE** - Employees in California may be eligible to receive additional leave under the California Family Rights Act and Pregnancy Disability Leave. The Human Resources Department will coordinate federal and state leave programs.
- **PERSONAL LEAVE** - A leave may be granted due to a family emergency, including but not limited to a bereavement leave lasting longer than three (3) days. All personal leave of absence requests are subject to District Manager approval.
- **MILITARY LEAVE** - A leave may be granted to satisfy military duties or training. A Military leave does not require six (6) months of continuous employment.

A leave of absence may be granted for thirty (30) days or less and must be approved every additional thirty (30) days up to a maximum of ninety days. Leaves of absence are not approved automatically; the reason for the leave must be authorized by the District Manager. The Star Cast Member's performance and longevity influence the approval process. It is necessary to complete a leave of absence form to document the process. For an extension (up to thirty (30) days) a Star Cast Member must again complete the leave of absence form with the approval indicated in writing by the District Manager. Extension of a leave of more than ninety (90) days requires approval of the Regional Manager. At no time will a leave be granted for more than six (6) months, except for leaves caused by military obligations.

Star Cast Members on an approved leave of absence are permitted to continue Group Health Coverage for a limited period of time. The length of time depends on whether the leave of absence is for personal reasons or medical reasons. It is very important that you understand and carefully consider the following when placed on a leave of absence:

1. You must elect whether or not to continue coverage.
2. Payment for coverage extension must be received prior to the effective date of the leave. Retroactive payments are not permitted under any circumstances.
3. *If you do not continue coverage during your leave, you will not be reimbursed for expenses incurred during the leave.*
4. Once you have elected to discontinue coverage you will not be eligible to participate until you return to Active Service and until you satisfy the waiting period applicable to newly hired cast members.

If a Star Cast Member accepts other employment or engages in self-employment during the leave, such acts will constitute voluntary and permanent termination.

No guarantee of reinstatement can be made except under the guidelines of The Family and Medical Leave Act.

GROUP BENEFITS PLAN

After successfully completing the 90-day introductory period, full-time (working a minimum of 35 hours per week) cast members 18 years of age or older may enroll in the group benefits program. The program is a complete package which is not separable. The package includes medical, dental and vision coverage, life insurance and accidental death and dismemberment coverage. Participation in the program is optional. The Cast Member pays a premium for the benefits program which is deducted on a pre-tax basis unless instructed to deduct on an after-tax basis.

If you elect to enroll in the group benefits program, please complete, sign, date, and return the enrollment form. If you do not wish to participate in the program, please so indicate by selecting the "No Coverage" box, sign, date, and return the form to the Employee Benefits Administrator in the Risk Management Department.

If you sign and return the enrollment form within the first 90-days of employment, your coverage will begin immediately following satisfactory completion of the 90-day waiting period. You have 30 days after completing the 90-day waiting period in which you may elect to participate in the group benefits program. If you elect to participate within this 30-day period, your benefits coverage will be effective on the date you sign the enrollment form.

If you have been employed 90 days or more on a part-time basis, and subsequently go to a full-time status, you have 30 days from the date of full-time status to elect to participate in the group benefits program. If you elect to participate within this 30-day period, your benefit coverage will be effective on the date you sign the enrollment form.

You and your family members may not be able to participate in the group benefits program if you fail or choose not to participate during the first 120 days of employment. All late entrants are required to provide proof of insurability which does not guarantee acceptance into the group benefits program.

LIFE INSURANCE AND ACCIDENTAL DEATH AND DISMEMBERMENT

By enrolling in the group benefits program, the company provides life insurance and accidental death and dismemberment (AD&D) in the amount of one times your annual base earnings. This pays double the face amount for accidental death.

You may purchase up to two additional times your base earnings by completing the applicable section on the benefits enrollment form.

You may also elect to purchase life insurance for your spouse or dependent children.

RETIREMENT PLAN (401K)

You can expect to spend one third of your lifetime in retirement. In addition to ongoing living expenses, you can expect increased medical expenses during this period. For this reason, many people see the benefits of setting aside monies for this period. The combination of attractive investments, pre-tax deposits, tax deferral of earnings, and potential company matching makes the 401 (k) Plan an attractive vehicle to set aside money for your retirement.

You are eligible to enroll in the plan if you are a full-time Cast Member, employed for 1,000 or more hours per year, have been employed for at least 1 year and are 21 years old or older.

Once you have satisfied the Plan's eligibility requirements, you must complete an Enrollment/Election form to actually become a participant in the Plan. You can become a participant on the first entry date following your eligibility satisfaction. The Plan's entry dates are January 1, April 1, July 1 and October 1 of each year.

You can make Salary Deposits up to 15% of your gross Compensation for any Plan Year, but no more than the IRS limit per Calendar Year.

You may change your Salary Deposit Agreement at the beginning of each calendar quarter.

Your Company decides, when establishing the Plan, which investment choices will be available. You may choose from the investments which have been selected by your Company. More detailed information regarding the investment option is contained in the enrollment materials.

Participant Statements are provided quarterly.

The primary purpose of the Participant Statement is to inform you of your standing in the Trust. In other words, how much money you have in the Trust. The Participant Statement also serves the purpose of a reminder of the benefits you have already enjoyed as a result of participating in the Plan.

For more information, contact the Employee Benefits Administrator.

125 PLAN/FLEXIBLE BENEFITS ACCOUNT

In addition to the pre-tax group insurance premium arrangement, the 125 Cafeteria Plan allows you to establish flexible benefit accounts.

Flexible Benefit Accounts (FBA) allow you to reduce your salary, or forego a raise, and use those dollars to establish a medical account, a dependent care account, or both. A wide variety of medical expenses can be paid from your medical account, and day care expenses can be paid from your dependent care account.

You pay no federal income taxes (and in most states no state taxes) on the money you place in your FBA. This immediately reduces your withholding taxes. Also, there is no social security tax on the money put into an FBA account. *(Note: This will also reduce the total amount of wages used to compute your social security benefits, and thus may slightly reduce your future benefits.)*

The tax benefits are allowed by the IRS because the salary deposit elections are irrevocable. The money you decide to put in an FBA must go into the accounts you have chosen. If, at the end of the Plan Year, there remains a balance in your account, that money is forfeited. The balance in it cannot be paid to you, nor can the balance be carried over into the next Plan Year, nor can it be switched to another account (for example, from a dependent care account to a medical account).

The IRS does allow certain exceptions to the above. An FBA Salary Deposit Election can be changed if there is a change in your family circumstances. Such a change will allow you to reduce the remaining reductions to as little as zero, although you still cannot receive cash for what already has been put into your FBA. You must notify the Employee Benefits Plan Administrator of the change in family circumstances and the change you need to make in your Salary Deposit Election within 30 days of when the change occurred. The following events count as a change of family circumstance:

Marriage

Divorce

Death of a spouse or child

Birth or adoption of a child

Termination of the employment of your spouse

The amount you elect to be placed into your FBA will not be automatically renewed each plan year. An account election form will be furnished before the beginning of each plan year.

WORKER'S COMPENSATION

Workers compensation benefits, which are specified by law, are provided by CEC Entertainment, Inc. in the event of a work related illness or injury resulting in medical care and/or lost work time. Under workers' compensation benefits, medical expenses in connection with the work related injury of illness will be paid by the Company's insurance carrier. If lost time results, benefits covering lost wages will begin after a waiting period designated by local legislation. Lost time must be authorized with a physician's certificate. The standard leave of absence policy will be followed for those who must be absent due to a work related injury.

In order to avoid possible delay in processing worker's compensation claims, it is essential that all work related injuries be reported to your restaurant manager (or supervisor) immediately.

Modified Duty - If you are unable to do your normal job due to a work related injury, every effort will be made to find a modified duty position which can be safely performed until you are authorized to return to your regular job.

STAR CAST MEMBERS RECOGNITION PROGRAM

Being a hospitality company, our primary goals are quality products and extraordinary service to our guests. Guest satisfaction and continued growth depend upon how well our cast members use their skills and talents. *The company is committed to recognizing outstanding performance through the Cast Member Excellence Award program for our Star Cast Members.*

Management will select the recipients of the Excellence Award. The following criteria are considered in determining outstanding performance:

KEEN AWARENESS OF GUEST NEEDS AND EXTRAORDINARY SERVICE LEVELS.

ORAL AND WRITTEN COMMENTS FROM GUESTS AND/OR FELLOW CAST MEMBERS.

DEDICATION TO THE JOB.

SERVICE RECORDS.

ATTITUDE, DISPOSITION AND FRIENDLINESS.

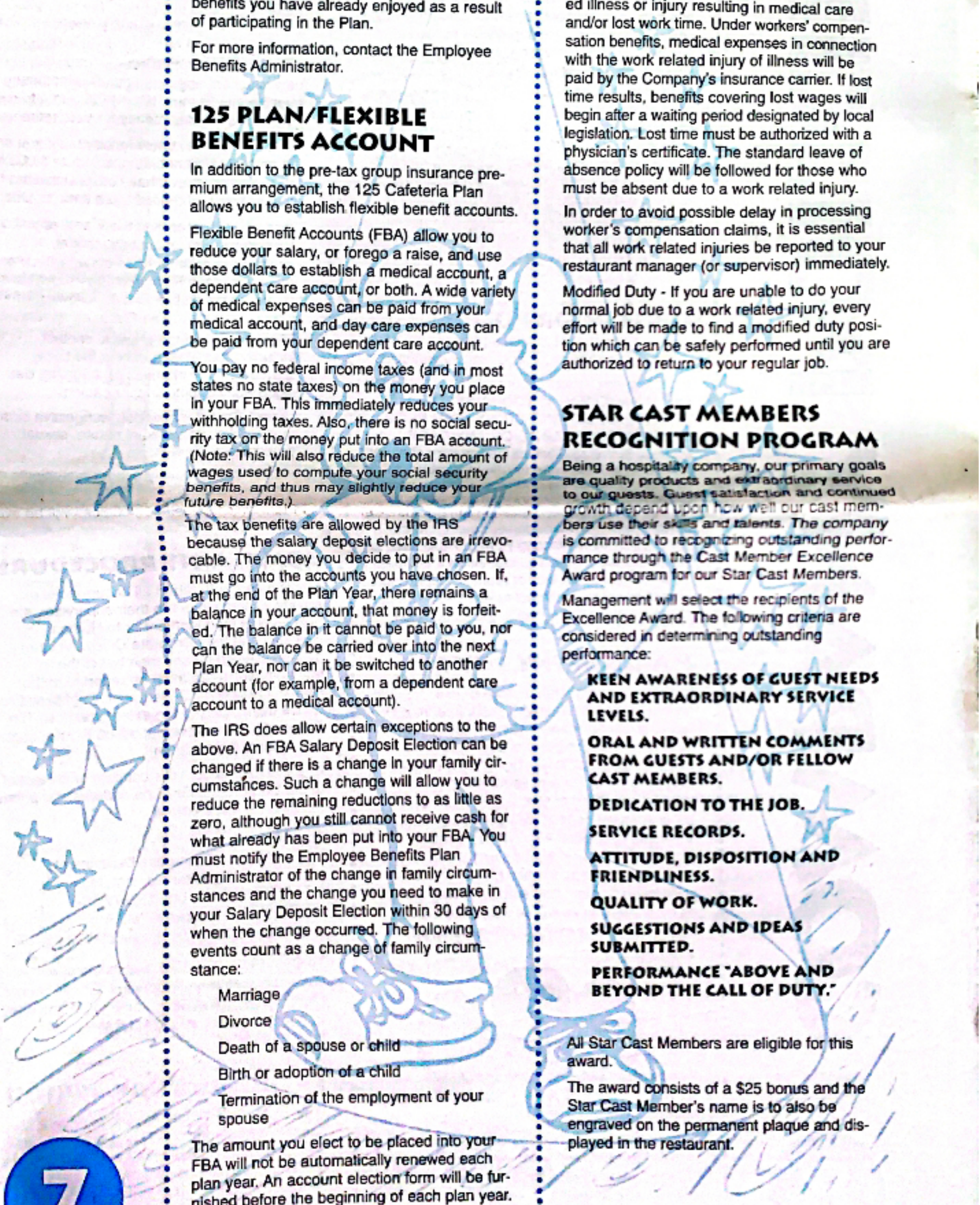
QUALITY OF WORK.

SUGGESTIONS AND IDEAS SUBMITTED.

PERFORMANCE "ABOVE AND BEYOND THE CALL OF DUTY."

All Star Cast Members are eligible for this award.

The award consists of a $25 bonus and the Star Cast Member's name is to also be engraved on the permanent plaque and displayed in the restaurant.



EQUAL EMPLOYMENT OPPORTUNITY/FAIR TREATMENT POLICY

It is the policy of our Company to be fair and impartial in all its relations with Cast Members and applicants without regard to race, ancestry, sexual orientation, creed, physical or mental disability, medical condition, marital status, citizenship status, military service status, religion, color, age, sex (which includes protection against sexual harassment), national origin, or any other characteristic protected by state or federal law or local ordinance. This policy applies to recruiting, selection, training and promotions. It also applies to all other personnel actions and conditions of employment such as compensation, benefits, transfers, layoffs, reinstatements from layoffs, Company sponsored training, social and recreational programs and disciplinary measures.

OPEN DOOR POLICY:

As a Cast Member, you should feel free to express yourself to your immediate supervisor regarding any aspect of your job. **NO MEMBER OF MANAGEMENT IS TOO BUSY TO ANSWER QUESTIONS OR TO HEAR PROBLEMS OR COMPLAINTS OF ANY CAST MEMBER.** We ask that you follow your chain of command in attempting to resolve problems. We believe questions and problems can be resolved more effectively and more timely in this manner. However, you may still discuss any concern with any management person in the company or by contacting Human Resources at the Corporate Office. You can follow this Open Door Policy without fear of reprisal. Supervisors will not penalize nor threaten any Cast Member about speaking to anyone in the corporation.

HARASSMENT POLICY:

It is the Company's intent that all Cast Members work in an environment free from all forms of discriminatory treatment including harassment on the basis of sex, color, race, religion, age or national origin. It is a violation of Company policy for any employee to harass another employee or Guest. This includes verbal or physical conduct designed to threaten, intimidate or coerce. Also, verbal taunting (including racial and ethnic slurs) which, in the employee's opinion, impairs his/her ability to perform his/her job. Any employee who harasses other employees will be subject to disciplinary action which may include termination.

SEXUAL HARASSMENT:

Sexual harassment is strictly prohibited and deserves special mention. Unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitute sexual harassment if:

- Submission to the conduct is made, explicitly or implicitly, a term or condition of employment;
- Employment decisions affecting an individual are based upon the individual's submission to, or rejection of such conduct; or
- The conduct has the purpose or effect of unreasonably interfering with the individual's work performance or creating an intimidating, hostile, or offensive work environment.

Sexual harassment includes harassment of women by men, of men by women, and same-sex gender-based harassment. The following offers some examples of conduct which might be regarded as "sexual harassment."

- Physical: Unwanted physical contact, including touching, brushing the body, coerced sexual intercourse, hugging, kissing, grabbing, pinching, or patting.
- Verbal: Sexual innuendos, suggestive comments, jokes of a sexual nature, sexual propositions, threats.
- Non Verbal: Sexually suggestive objects or pictures, graphic commentaries, suggestive or insulting sounds, leering, whistling, obscene gestures.

COMPLAINT PROCEDURE:

Employees are to report all occurrences or reports of harassment to their supervisor, the next level of management or to Human Resources at the Corporate Office. All complaints received by any member of the Management Team must be reported to the Human Resources Department. Confidentiality will be maintained to the extent practical. The Company will take prompt action to investigate and remedy the problem.

If you wish to direct your concern or complaint to the Corporate Office, the address and phone number are listed below:

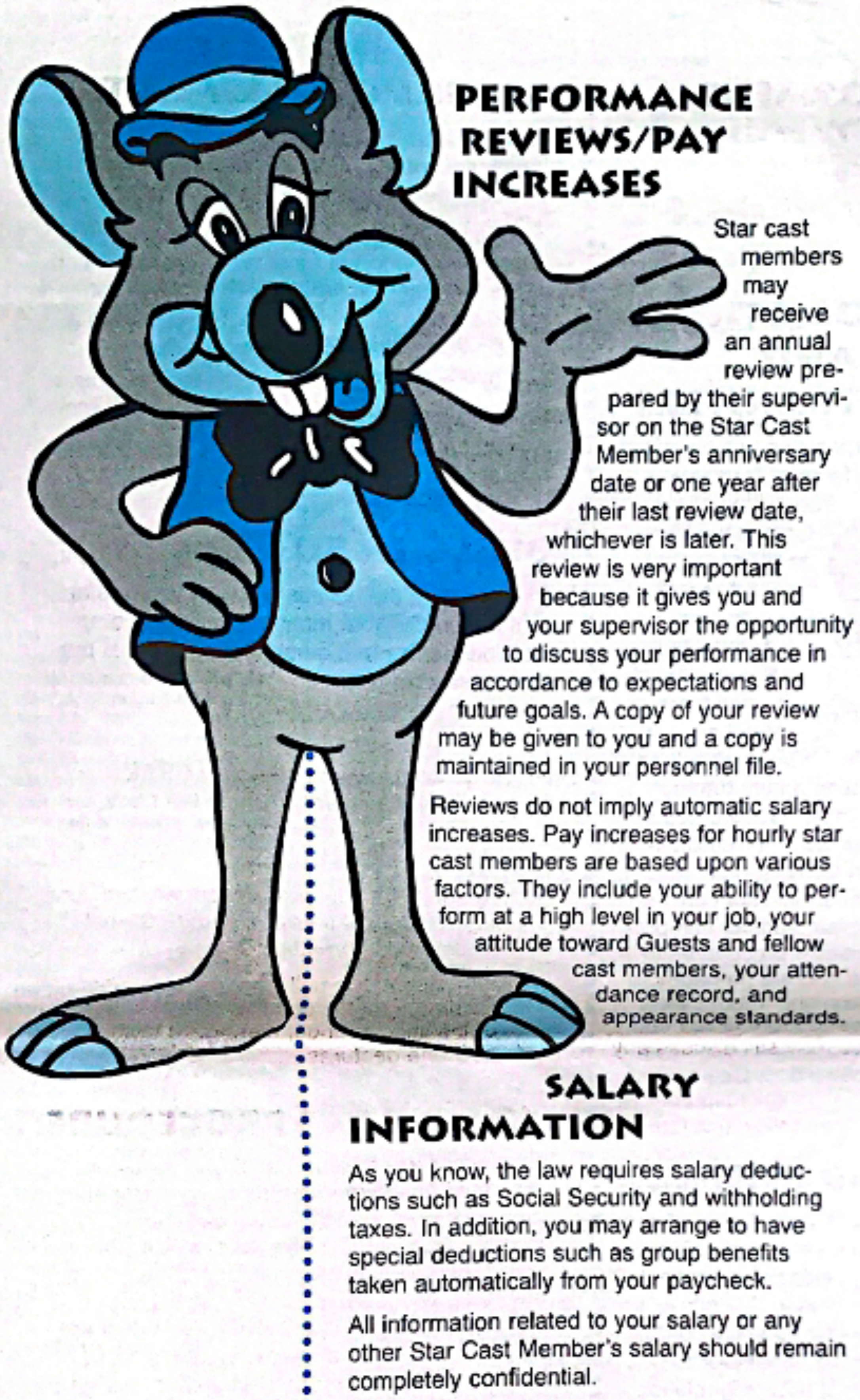
To Write:

Human Resources Department
CEC Entertainment, Inc.
P.O. Box 152077
Irving, TX 75015
Employee Toll Free Hotline 800-224-8257

To Call: (972) 258-8507 and ask to speak with someone in Human Resources. Or call Human resources direct at (972) 258-5545. Please fell free to call collect. ALL CALLS WILL BE INVESTIGATED.

INTRODUCTORY PERIOD

Your first ninety (90) days of employment are considered introductory. This is a time when each new Star Cast Member's performance is reviewed to assure suitability for the position for which he/she was hired. During this introductory period, your employment may be discontinued, without repeated counselings or progressive discipline.



PERFORMANCE REVIEWS/PAY INCREASES

Star cast members may receive an annual review prepared by their supervisor on the Star Cast Member's anniversary date or one year after their last review date, whichever is later. This review is very important because it gives you and your supervisor the opportunity to discuss your performance in accordance to expectations and future goals. A copy of your review may be given to you and a copy is maintained in your personnel file.

Reviews do not imply automatic salary increases. Pay increases for hourly star cast members are based upon various factors. They include your ability to perform at a high level in your job, your attitude toward Guests and fellow cast members, your attendance record, and appearance standards.

SALARY INFORMATION

As you know, the law requires salary deductions such as Social Security and withholding taxes. In addition, you may arrange to have special deductions such as group benefits taken automatically from your paycheck.

All information related to your salary or any other Star Cast Member's salary should remain completely confidential.

RESIGNATION

As our relationship is one of voluntary employment ("at will"), you may resign at any time. In courtesy to the restaurant, we normally would ask that you give two weeks advance notice.

You are to return all Company property prior to the preparation of your last paycheck.

All star cast members have the right to an exit interview with a member of management.

OVERTIME PAY

We believe that time off for leisure is important, so you'll be required to work overtime only when necessary. If you are paid on an hourly basis you will receive overtime pay for work over forty (40) hours per week (or over eight hours per day in certain states). Paid leave including vacation, sick leave, holiday pay, jury duty or other such benefits will not be considered in computing overtime pay.

Unless you are specifically authorized by your supervisor, you are not permitted to work overtime. If there is an exception to this provision, your supervisor will discuss it with you. Your supervisor is at liberty to schedule overtime; you are expected to work overtime when scheduled. If you work overtime without prior supervisor approval, you may be disciplined up to and including termination.

TELEPHONES

Our phones are for official business only. Please ask your friends, family and business contacts not to call you at work unless it is an emergency, in which case your supervisor will notify you promptly. **Personal cellular phones and pagers are not permitted while you are at work.**

HOME ADDRESS

In the event of an emergency or some problem at work, it may become necessary to reach you on very short notice. It is extremely important to keep your home address and telephone number current in our listings. If you change your address or phone number at any time during your employment, it is your responsibility to immediately notify your supervisor.

YOUR TRANSPORTATION TO WORK

Having reliable transportation to and from work was an important factor in your selection for *employment. It is your responsibility to maintain either your vehicle or your means of commuting* so that it does not interfere with your scheduled shift.

STAR CAST PARKING

Please check with your General Manager regarding where cast members are requested to park. Do not leave valuables in your car. The Company assumes no responsibility for theft or damage involving your personal property.

LOST & FOUND ITEMS/PERSONAL BELONGINGS

If you find any articles that Guests or fellow star cast members have left behind (including money and travelers checks), report them immediately to your supervisor. The item(s) should be turned in that same day. Failure to turn in a lost item will lead to disciplinary action, which may include termination.

Do not bring personal valuables to work. Normally, there is not a "secure" place for you to store your personal belongings other than the Cast Member break area.

The Company is not responsible for any loss or theft of items that you bring to work.

PROMOTIONS AND TRANSFERS

As a corporation, we have a policy in favor of "promotion from within." The Company strives to promote Star Cast Members to higher level jobs when qualified Cast Members are available. To be eligible for a promotion and/or transfer you must have worked in your current classification for six (6) months. Your supervisor can explain transfer and promotional procedures to you and will be happy to counsel you about career opportunities as well as the requirements needed in your area. A large percentage of our current management teams started as Cast Members.

RELATIVES AND FRIENDS

If you have any relatives or friends looking for work whom you feel might meet the qualifications to join our Star Cast, please direct them to your supervisor. Any employment of relatives is subject to continued review for potential conflict which may result in termination of one or all related Cast Members. Direct reporting relationships, in which a Cast Member is reporting to a relative for supervision is not allowed.

SMOKING POLICY

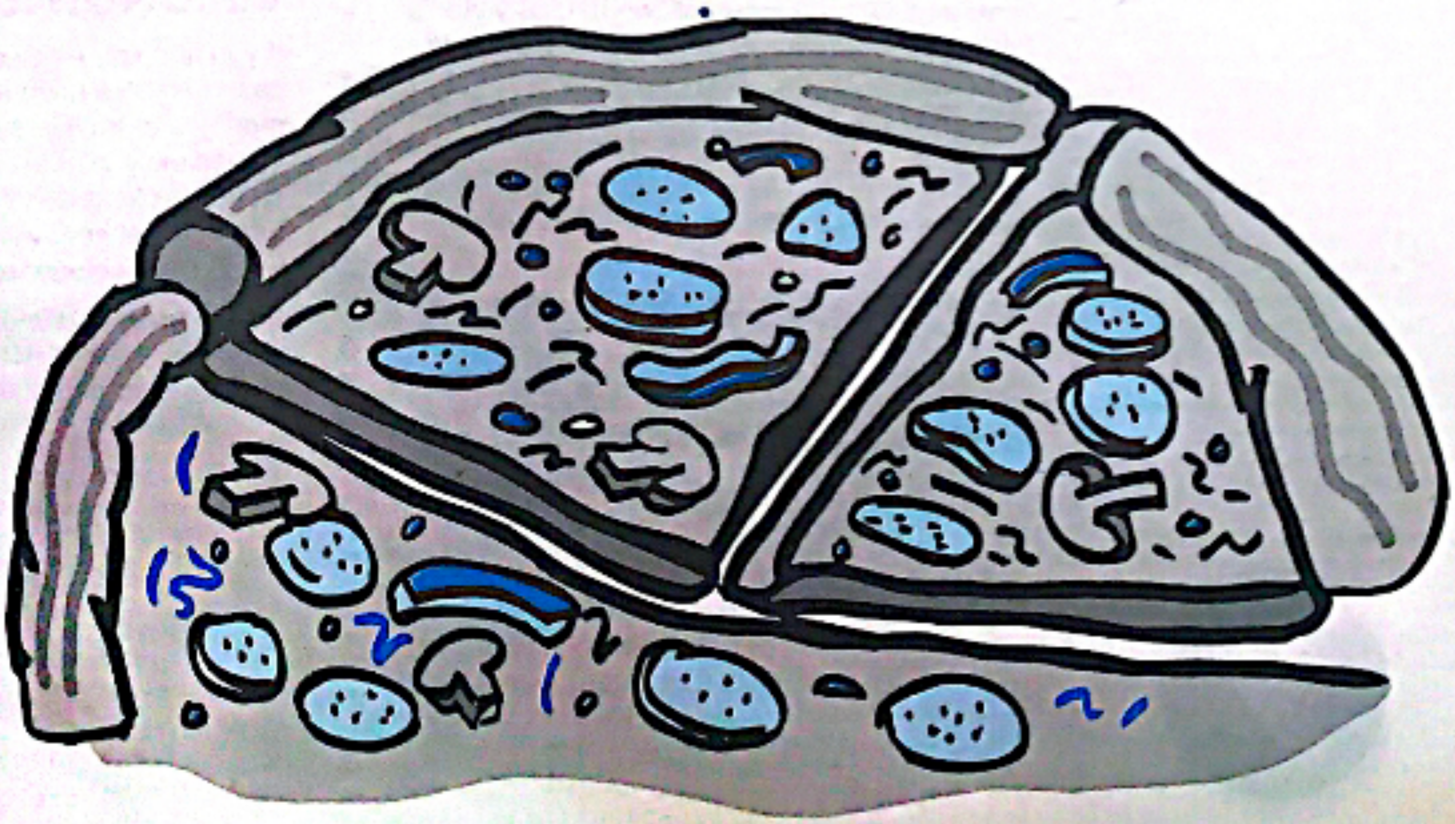
Why our kids are breathing easier: For the health and safety of our children, all Chuck E. Cheese's are smoke-free environments.

Smoke breaks must be taken on one's regular break period and will be given at the discretion of the manager. Not more than two (2) cast members at a time will be permitted to take a smoking break outside of the building in an approved smoking area.

Smoking inside the building, or in an unapproved area may be grounds for immediate dismissal.

BULLETIN BOARDS

Please check the bulletin board in your restaurant frequently. Your manager will post communication memos and other information that may be important to you.



SCHEDULES

Our entertainment centers have to maintain work schedules to fit the needs of our Guests, so your work schedule may be a little unusual at times. Your supervisor will try to be fair in scheduling your shifts. Written work schedules will be posted in the Star Cast Member's break area by Friday for the work week commencing the following Monday. Only managers are authorized to make changes to posted schedules. Check your schedules daily.

At times you may be asked to come in early and there may be times when it is not possible, due to business demands, for you to leave exactly at the end of your scheduled shift. If because of prior commitments, you will need to leave on time, you will need to notify a manager prior to the beginning of your shift. Also, you may be notified in advance not to come in.

Occasionally something will come up in your personal life which would require that you not be scheduled on a particular day. When this happens, you will need to submit a written "day off request" two weeks prior to the day you will need off. A "day off request" is usually not denied as long as it is submitted two weeks in advance.

Whenever you are not able to come in, or if you are going to be late, call the manager on duty at least two (2) hours *before your shift to explain the reason for your absence and when you will expect to be at work.*

Chronic absenteeism or tardiness, regardless of the reason, makes it difficult to run our entertainment centers smoothly. If you have an excessive record of either, it could be cause for your dismissal.

If you find that a day off is needed but cannot give two weeks notice it will be your responsibility to, after the schedule has been posted, find another Star Cast Member to work your scheduled shift. This is your responsibility and you are expected to be here on your scheduled days. When you find another Star Cast Member who will work your shift, notify your manager so that the schedule can be changed. It should be noted that requested time off is only authorized, if granted by your manager.

If you choose to have a job outside the one you have with our restaurant, it must not interfere with your attendance, work schedule, efficiency, confidentiality of business information, or reputation in the community. **(Remember, your Image Is our Image...)**

Because our Guests expect star treatment (and we expect you to treat them like celebrities), our star cast members have a responsibility to them. This means that you are expected to be at your work location dressed in the proper uniform and ready to work at the start of your scheduled

JOINING OUR STAR CAST TEAM

THINGS TO KNOW

PERSONNEL CLASSIFICATIONS

STAR CAST MEMBER'S WORK WEEK

The official work week for payroll purposes is from Monday through Sunday.

It takes many different roles to keep our entertainment center operating. But nearly everyone is classified as either full-time or part-time. Actual hours worked determines the status of each Cast Member.

Full-time - Any Cast Member who is regularly scheduled to work at least 35 hours per week is considered a full-time Cast Member.

Part-time - Any Cast Member who is regularly scheduled to work less than 35 hours per week is considered a part-time Cast Member.

TIME CLOCKS AND TIME CARDS

Your time card is your guarantee of getting a paycheck. *If you are unable to find your time card, notify your supervisor immediately.*

Be sure to clock in and out each day you work. No one else should sign your card or clock in or out for you under any circumstances. Cast members may not "volunteer" time or work "off the clock." All written entries must be initialed by the manager on duty indicating approval.

Star Cast Members are not to clock in earlier than 5 minutes before the start of their scheduled shift. Likewise, Star Cast Members are to clock out no more than 5 minutes after their manager has given them direction to do so. A Cast Member should always check with their manager before clocking out.

No playing of games is allowed before or after your shift.

Once your workday is completed, you should leave the property as soon as possible. If you leave work during your shift, you must clock out when you leave and clock in when you return. However, this does not apply if you are on official Company business.

If you do not follow these established payroll procedures, it may result in disciplinary action and possible termination. Falsification of time cards or punching time cards for others are violations of Company policy and may lead to immediate termination.

BREAK PERIODS

Everyone needs a "break" to relax and to help maintain their enthusiasm. **You may receive a 10 minute break for each four hours you work** (or as required by state law).

Meal periods are given for shifts of longer than six hours and you must "clock out" and "clock in" for these. Meals are to be taken in designated areas. No game playing or dining in Guest areas will be permitted during your meal period. Exception: Minors (17 years old and under) must be given one thirty minute break after 5 hours of continuous work, or as required by state law.

ILLNESS

To protect our Guests and fellow Star Cast Members, you may not come to work if you possibly have been exposed to or have a contagious condition. Management reserves the right to request proof of illness and management must be informed immediately of your illness.

If you have been off work for three (3) days or more due to an injury or illness, you must bring a physician's release form to our supervisor and get specific guidelines from your supervisor regarding your work area and schedule.

If you become ill at work, notify your supervisor immediately.

If you are required to wear a protective bandage that presents a health or sanitation problem, you will not be allowed to work.

ON-THE-JOB-INJURIES

All work-incurred injuries, even minor ones, *must be promptly reported to the manager on duty.* This is for your protection.

PAYDAY

Payday is officially every other Friday (except in states where you are paid weekly). Since there is a one-week delay between generating and distributing payroll checks, the most recent work week is not included on your paycheck when it is received.

PAYCHECKS

To pick up your paycheck, ask the cashier to see the manager on duty. **Please do not walk into the kitchen yourself to find the manager.** If possible, please pick up your paycheck on your next working day. Paychecks may not be cashed at the restaurant. If a Star Cast Member loses their paycheck, a fee will be charged to offset the stop payment and re-issuance costs. Please notify your manager, who in turn will report the lost check and need for re-issuance to the corporate payroll administrator. Note: It may take as long as one week to re-issue a lost paycheck. The time delay is caused by assuring that the lost paycheck has not cleared and that stop payment is possible. If you believe there is an error in your paycheck, please inform your manager.

REASONS FOR DISMISSAL

DISCIPLINE

When a Star Cast Member's performance is inconsistent with the Company standards or in violation of the Cast Member conduct rules, they may be given an "official" warning: Verbal or Written, or other disciplinary action may be taken, up to and including termination.

A verbal warning is a discussion taking place in which a manager has counseled the Cast Member about a particular problem or incident. The manager may make their own written record of the verbal warning, which will be placed in the Cast Member's personnel file.

A written warning is administered to document misconduct when verbal warnings have proven insufficient or for serious problems. Written warnings are reviewed with the Cast Member and are signed by the Cast Member as acknowledgement that the warning was read and understood. Refusal to sign a written warning does not invalidate it.

If you receive a warning, you should recognize the grave nature of your actions and make every effort toward corrective action. Warnings do not need to be of the same offense to warrant termination.

There are some specific rules governing all members of our star cast. These are types of conduct which you cannot do, even for the first time, and which may result in your immediate termination from CEC Entertainment, Inc.

CONDUCT RULES

The following conduct rules explain the standard performance guidelines which are to be followed. Please read carefully and ask you supervisor to clarify any questions you have regarding the content.

UNACCEPTABLE CAST MEMBER CONDUCT THAT WILL RESULT IN TERMINATION:

1. Any falsification, alteration, or destruction of Company documents or records such as payroll records, employment applications, or time records.
2. Possessing dangerous or deadly weapons on company premises or while off company premises in performance of Company duties.
3. Fighting on property, regardless of who started it.
4. Personally using, being in possession of, or being under the influence of any controlled substance, intoxicants, drugs, or hallucinatory agents on Company property, or reporting to work under such conditions.
5. Refusing to obey direct instruction from a supervisor; insubordination.
6. Disrespectful or discourteous conduct (failing to give a high degree of courteous service to any Guest), gambling or fighting on company premises, coercion, intimidation, violence or threats against Guests, supervisors or fellow cast members, using vulgarity.
7. Theft, pilferage, misappropriation, misuse or willful destruction of cast members', Guests' or Company property, or unauthorized removal or such, including found items. Failure to protect assets, negligence in following prescribed security and cash handling procedures including, but not limited to cash, tokens, merchandise, food, tickets, etc. Failure to properly ring all sales. Sabotage or vandalism.
8. Interfering with or hindering of work schedules.
9. Conviction of a felony or misdemeanor other than minor traffic offenses.
10. Violations of operating rules and procedures which could result in bodily injury to Guests or star cast members, or damage to Company property.
11. Gambling while on duty is not allowed.
12. Failure to report for a scheduled shift without proper notification to manager on duty.
13. Sleeping on the job.
14. Harassment or coercion of fellow cast members, supervisors or Guests. This includes, but is not limited to, racial or sexual harassment. Immoral, unlawful, or indecent conduct.
15. Revealing confidential information to unauthorized persons.
16. Dishonesty in any form, including misrepresentation to supervisors or co-workers.

THE FOLLOWING CONDUCT MAY ALSO SUBJECT THE CAST MEMBER TO DISCIPLINARY ACTION INCLUDING TERMINATION:

1. Unauthorized use of the telephone or frequent and unnecessary use of the telephone for personal business.
2. Parking motor vehicle in other than areas designated by management.
3. Failing to abide by clock rules, sign-in/sign-out procedures, working overtime without management authorization, stopping work early without management authorization. Failure to take scheduled rest breaks as legally required.
4. Absenteeism or tardiness.
5. Dining or snacking at any time other than during designated breaks, meal periods, or in areas other than designated by management.
6. Failing to perform work or job assignments satisfactorily and efficiently.
7. Unauthorized absence from assigned work area, or being in an unauthorized area.
8. Failing to observe established health, fire and safety practices. Failure to report unsafe actions of other cast members or injuries sustained while on duty. Unreported Guest injury or damage to Guest, Cast Member or Company property.
9. Failing to exhibit a neat and business like appearance and high degree of personal cleanliness at all times. Failure to arrive on time for scheduled shift wearing prescribed uniform and approved name badge.
10. Solicitation or unauthorized distribution of literature or products of any description in working areas. Posting or removing notices, signs, memoranda and/or writing in any form on a bulletin board or Company property.
11. Making or publishing false, vicious or malicious statements concerning any Cast Member, supervisor, the Company or its food, beverages or services within hearing distance of Guests.
12. Discussing confidential Company information in public areas where Guests could overhear conversation.
13. While off duty, loitering and/or contributing to the inefficiency of cast members who are working.
14. Being in working areas when not on duty without the approval of management.
15. Being on Company premises in uniform while off duty. Being on Company premises while dressed in offensive or inappropriate attire.
16. Failure to follow prescribed procedures, including any other materials included in training manuals, policy memos, and other written or verbal communications.

CONTROLLED SUBSTANCES

It is CEC Entertainment's goal to provide a safe and healthy work environment for you and all other employees. Further, CEC Entertainment has adopted the goals of providing the best possible service to its Guests and of always improving its public image. To achieve these goals, CEC Entertainment has the following guidelines about the use, possession, and sale of drugs and alcohol by its employees.

Employees are absolutely prohibited from using, possessing, selling, or transferring any controlled substance, including narcotics, drugs or alcohol, while on duty, when conducting Company business, and while on Company property. Employees are prohibited from reporting for work or from performing any work while impaired by or under the influence of a controlled substance, drug or alcohol.

For purposes of this policy, controlled substances and drugs are defined as, but not limited to, cocaine, crack, marijuana, heroin, opium, opiates, any hallucinogenic substance, and any non-prescription depressant or stimulant. For purposes on this policy, "drug" also includes alcoholic beverages or prescriptions as well as illegal inhalant drugs. This policy does not prohibit the use of prescription drugs when such drugs are taken as directed by *an employee's doctor.*

This policy applies to all employees. Any employee found to be in violation of this policy will be subject to disciplinary action, up to and including immediate termination.

To enforce this policy in a fair and effective manner, we reserve the right to require an employee to take a test to determine the presence of a controlled substance, drug, or alcohol in their body. We may require a test under the following conditions:

1. When an employee is involved in a work related injury.
2. When ShowBiz has a reasonable basis to believe an employee is under the influence of a controlled substance.
3. When an employee is arrested on charges involving drugs or alcohol.

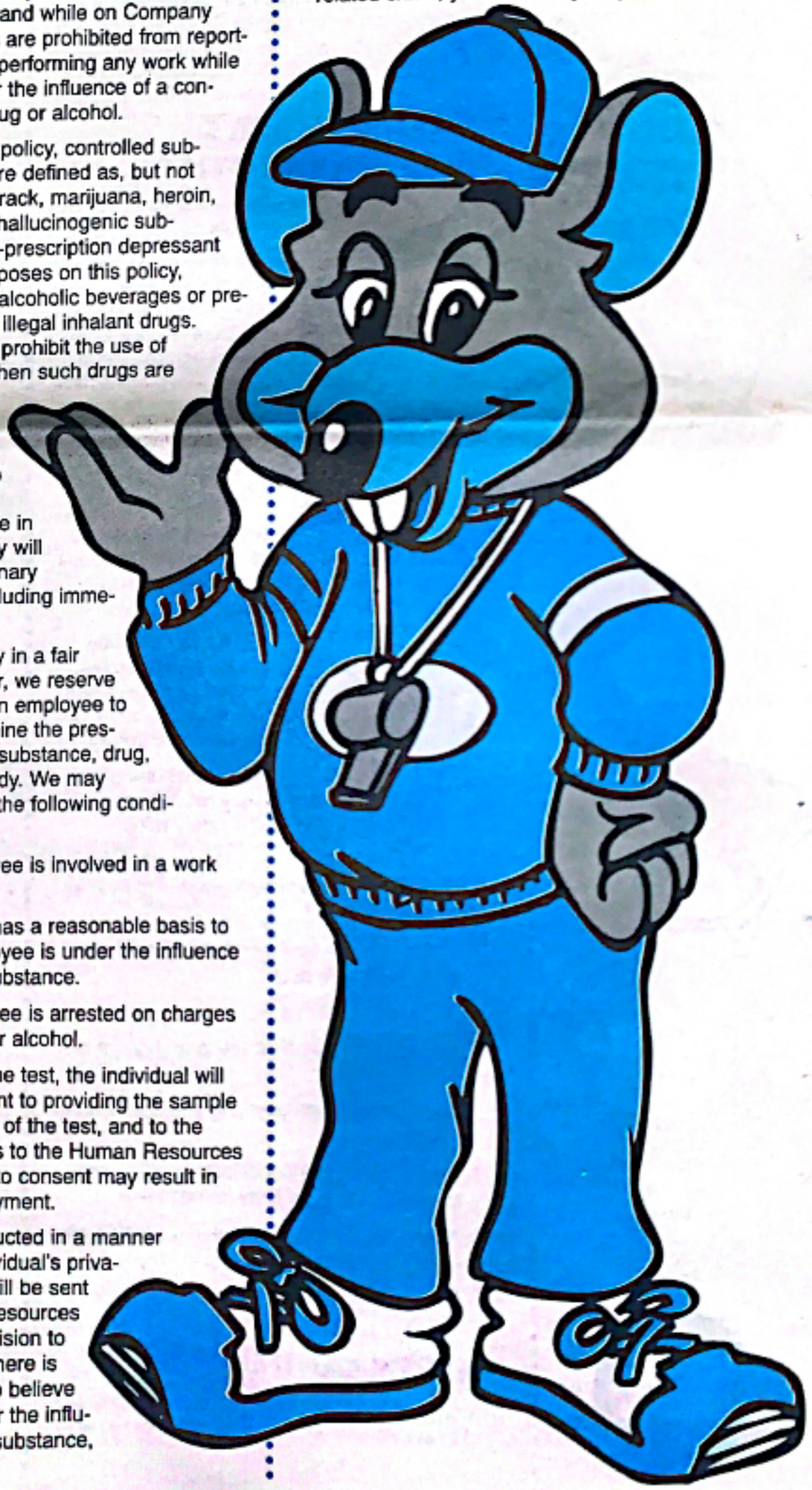
Prior to conducting the test, the individual will be required to consent to providing the sample and the performance of the test, and to the release of test results to the Human Resources Department. Failure to consent may result in termination of employment.

All tests will be conducted in a manner that respects an individual's privacy. The test results will be sent only to the Human Resources Department. Any decision to require a test when there is a reasonable basis to believe an employee is under the influence of a controlled substance, drug or alcohol must be approved by the Sr. Vice President, Human Resources, an Executive Vice President or above. Any employee who believes they have a drug/alcohol problem should contact the Human Resources Department for confidential referral assistance.

If you are arrested for a drug-related offense and are awaiting trial, you may be suspended without pay:

- Until all charges against you are dismissed;
- Until you plead guilty;
- Until your trial results in a verdict.

If you plead guilty or are convicted of a drug-related crime, you will lose your job.

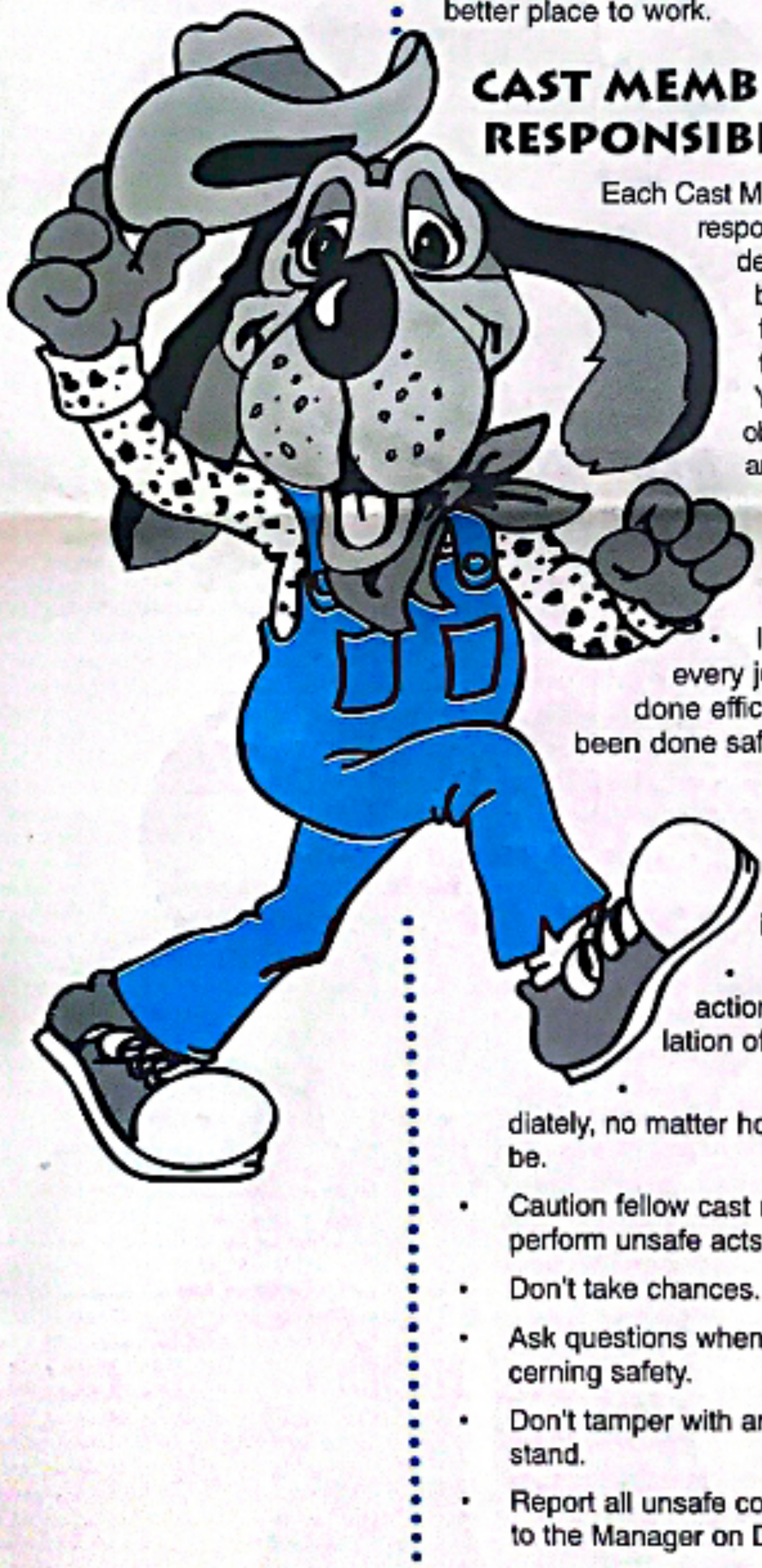


SAFETY AND SECURITY

SAFETY

It is the policy of CEC Entertainment, Inc. that accident prevention shall be considered of primary importance in all phases of operation and administration. It is the intention of CEC Entertainment, Inc.'s management to provide safe and healthy working conditions.

The objective of CEC Entertainment, Inc. is a safety and health program that will reduce the number of injuries and illnesses to an absolute minimum, not merely in keeping with, but surpassing the best experience of similar operations of others. Our goal is zero accidents and injuries. The observance of safe and clean work practices, coupled with ongoing compliance of all established safety standards and codes, will reduce accidents and make our Company a better place to work.



CAST MEMBER'S RESPONSIBILITIES:

Each Cast Member has personal responsibility to prevent accidents. You have a responsibility to your family, to your fellow cast members and to CEC Entertainment. You will be expected to observe safe practice rules and instructions relating to the efficient handling of your work. Your responsibilities include the following:

- Incorporate safety into every job procedure. No job is done efficiently unless it has been done safely.
- Know and obey safe practice rules. Read all posters and warnings. Listen to instructions carefully.
- Know that disciplinary action may result from a violation of the safety rules.
- Report all injuries im diately, no matter how slight the injury may be.
- Caution fellow cast members when they perform unsafe acts.
- Don't take chances.
- Ask questions when there is any doubt concerning safety.
- Don't tamper with anything you don't understand.
- Report all unsafe conditions or equipment to the Manager on Duty immediately.
- Attend all Company-sponsored training and safety meetings.
- Ask questions.

SAFETY GUIDELINES:

These guidelines will help you avoid mistakes and make you aware of safety hazards. These good safety practices and procedures will help you to do your job safely.

- Follow proper lifting techniques and ask for help if objects are too heavy for you.
- Follow instructions when operating all equipment. Never take shortcuts. Do not leave equipment that is operating unattended.
- Never use defective equipment or electrical fixtures.
- No one under 18 years of age may operate the dough machine and any other hazardous or restricted equipment. Failure to follow this policy will result in immediate termination.
- Clean up spills immediately. A "wet floor" sign should be placed immediately for any wet areas.
- Handle knives and sharp instruments with extreme care. Never leave a knife hidden under food, paper or soapy water. Carry knives by the handle with the point turned down to the floor.
- Do not leave doors to cabinets or drawers to benches or desks open.
- Never use defective ladders or other climbing equipment.
- Always stop to pick up litter off the floor.
- Fighting, wrestling, practical jokes and horseplay are forbidden.
- If you see smoke or fire, notify your supervisor immediately.
- Know the location of fire extinguishers in your area. Report any empty or used extinguishers to your supervisor immediately.
- Exits, aisles and fire extinguishers should not be blocked by equipment or trash. Boxes and supplies should be stacked carefully and not so high as to cause a safety hazard.
- Report any unsafe behavior or conditions to your supervisor. Report any safety improvement that you think is needed. Do not wait until someone gets hurt to report an unsafe condition or a safety improvement.
- You must report a work-related injury to your supervisor immediately. Failure to do so may result in disciplinary action.
- A blood/urine test for controlled substances may be required on all work-related injuries which require outside medical attention. The blood/urine test will be performed at the time such outside medical attention is provided to the associate. Any associate who refuses to submit to a blood/urine test following an on-the-job accident will be subject to disciplinary action up to and including termination. A positive test result will result in the associate's loss of benefits and disciplinary action, up to and including termination.
- If any of these safety rules are violated, disciplinary action will be taken.
- Ask your supervisor to explain any rules that you do not understand; and remember, we encourage safety suggestions.

ON THE JOB INJURIES

- All employees are required to follow and support the guidelines, policies and procedures outlined in the **CEC Entertainment** Safety Program. Failure to follow these guidelines (including improper use of safety equipment, improper lifting, etc.) may result in denial of benefits in the event of an on-the-job injury.
- Employees who believe they have suffered an injury while performing their assigned job duties must report the incident to their immediate supervisor or the Manager on Duty immediately. "Immediately" is defined as: within minutes of the occurrence of the incident or at a maximum, within the same work shift as the incident. In the event the incident does not appear to have resulted in any injury because symptoms do not appear within the same work shift, the employee must report the symptoms and relate their opinion as to the cause of the symptoms to their immediate supervisor or the Manager on Duty as soon as the symptoms become apparent. If symptoms develop during the employee's day off, they must telephone the Manager on Duty and report the symptoms.
- **CEC Entertainment, Inc.** will investigate all accidents and incidents which could have resulted in an accident. "Accident" is defined as an occurrence which causes harm to person or property. Associates are required to cooperate fully with all investigations.

GENERAL SECURITY

We have developed a complete Security Program to be followed by all Managers and Cast Members. You will review the program during your Orientation.

The following security procedures must always be followed to ensure your safety and the safety of your co-workers.

Building Security: No one is allowed to be in the restaurant alone. The Closing Manager will leave the building with at least one other person.

Parking: Please park in the designated parking area. You should lock your car and take care that valuables are not left on display to tempt a potential thief. The company is not responsible for your auto or any personal effects in your auto. If you are leaving the building after dark, ask someone to walk with you to your auto or watch you reach your auto safely. Always have keys ready to allow quick entry into your auto. Report any suspicious activity to your manager immediately. After hours, report any suspicious activity to the Police Department.

EMERGENCY PROCEDURES:

CEC Entertainment is proud of its record in preventing workplace violence and in maintaining a safe work environment. However, given the increasing violence in society in general, CEC Entertainment has adopted the following policies to deal with any violence that may occur on its premises, and to ensure the safety of its employees:

- Report all threats of violence both direct and indirect, as soon as possible to your Manager, or if he/she is unavailable, to your District Manager. They will then contact the Risk Management Department. Be as specific as possible.
- Report all suspicious individuals or activities to the Manager on Duty. If you believe you or anyone else is in danger, call 911.
- Do not put yourself in peril;
- If you hear a violent commotion near your workstation, do not try to solve the situation. Call 911 immediately. Do not touch anyone.
- Cooperate fully with security, law enforcement and medical personnel that respond to a call for help.
- Let a member of the Executive team respond to all inquiries from the media about violence on its premises so that CEC Entertainment can speak with one voice. You are not permitted to give any statement to the press.
- If you are qualified, you may provide first aid to injured persons.

CEC Entertainment will not tolerate workplace violence or the threat of workplace violence by any employee.

INSPECTION OF WORK STATIONS/PERSONAL BELONGINGS:

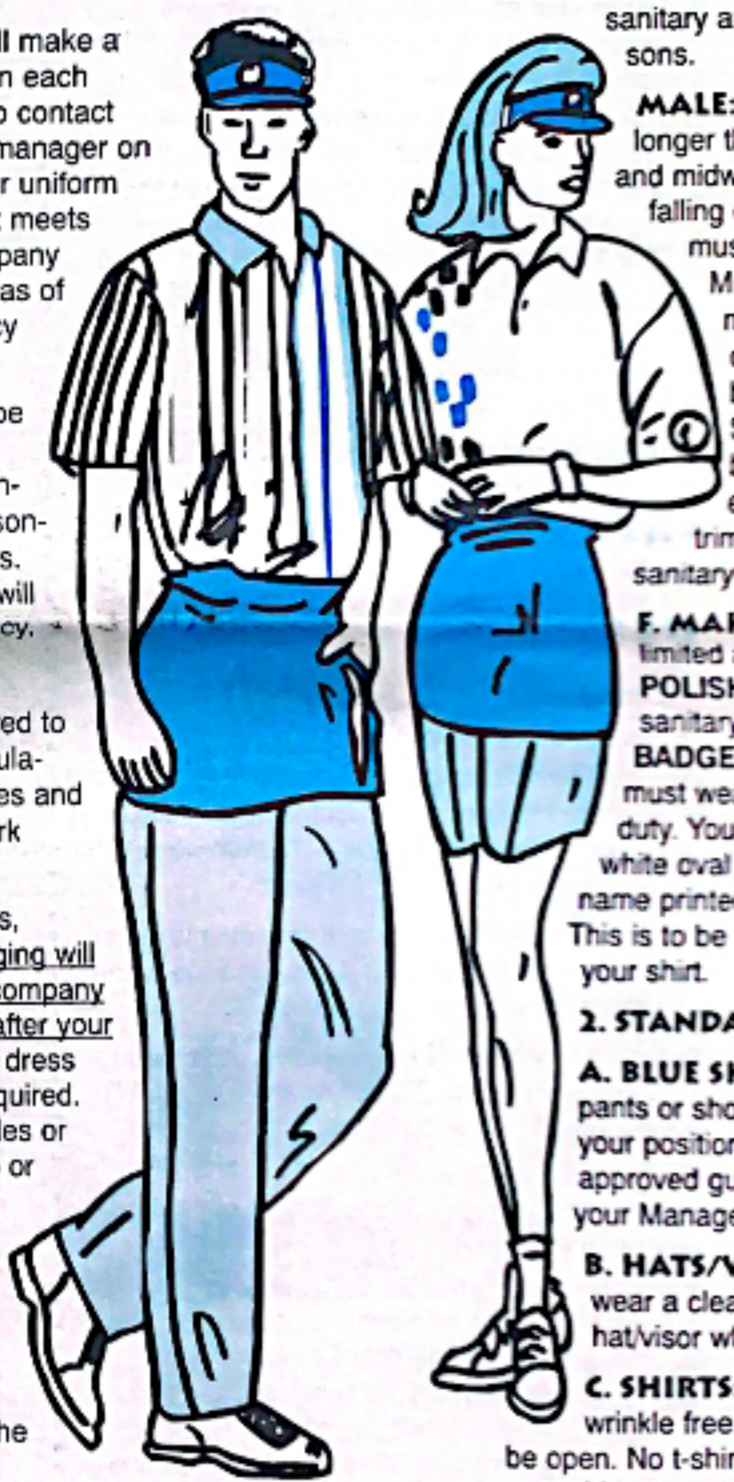
CEC Entertainment reserves the right to search work stations, lockers, desks, lunch boxes, briefcases, purses, coats, toolboxes, and other personal property of employees and their contents for illegal drugs, alcohol, weapons, and stolen property, collectively referred to as "contraband." CEC Entertainment will conduct searches only when there is a reason to suspect that you have contraband in your possession. Any search must be authorized by the Sr. Vice President of Human Resources or an Executive Vice President or above. However, any contraband in plain view may be confiscated. "Reason to suspect" means facts that would lead a person of reasonable prudence and knowledge to believe that contraband is located on the person or in the area to be searched.

When contraband is not in plain view, but there is reason to suspect that contraband is on Company property, the Company may conduct a search. You have a reasonable expectation of privacy, and may not withhold permission for Company searches of Company supplied containers, including desks, lockers, toolboxes, and CEC Entertainment vehicles.

WEAPONS:

Weapons, including guns (loaded or unloaded), knives, martial arts instruments, "brass knuckles" and any instrument which could be considered threatening to the physical well being and safety of our employees are strictly prohibited on CEC Entertainment premises. While state and local guidelines may permit concealed weapons to be carried be private citizens, CEC Entertainment exercises its right to prohibit all weapons on its premises. Premises includes the office building and parking lot. Failure to follow this policy will result in immediate termination.

STAR CAST MEMBER'S GROOMING DRESS CODE



Your appearance will make a lasting impression on each Guest you come into contact with; therefore, the manager on duty will inspect your uniform daily to insure that it meets or exceeds the company standards in the areas of cleanliness, accuracy and neatness.

You should always be neat and clean in accordance with generally accepted personal hygiene standards. Specific guidelines will be set for consistency, health and safety requirements. Cast members are required to follow all safety regulations regarding shoes and apparel for their work area.

For security reasons, absolutely no changing will be allowed on the company property before or after your shift. Moderation in dress and grooming is required. No extreme hairstyles or excessive make-up or jewelry will be allowed.

The following is an explanation of the grooming and dress code standards required by the company.

ALL STAR CAST MEMBERS:

1. **A. SHOES:** Shoes must be clean, white, closed toe, low top and have matching shoelaces. No colored stripes of any kind. (Leather is easiest to keep clean.)

   B. SOCKS: Socks are to be clean and white. Crew socks (calf height) are worn with shorts.

   C. JEWELRY: Due to safety and health conditions no excessive jewelry will be worn.

   1. **NECKLACE:** One max, but must be worn inside your shirt. **WATCH OR BRACELET:** one on each arm. **RINGS:** one on each hand. **EARRINGS:** Females only may wear post style (no dangling), one in each ear. No body piercing (nose, tongue, lips, etc.). Males may not wear earrings.

   D. PERSONAL HYGIENE: Hands must be scrubbed at all times. Fingernails must be clean and trimmed. There should be no offensive body odor. No visible body tatoos.

   E. HAIR: Outlandish hair styles or colors are not permitted.

   FEMALE: Hair that is longer than shoulder length must be tied back, braided or bunned. Bangs are to be above the eyebrows. Hair is to be neatly maintained for sanitary and business image reasons.

   MALE: Hair is to be clean, no longer than half of the shirt collar and midway across the ear. Hair falling down on the forehead must be above the eyebrows. Mustaches may be worn but must not extend below the corner of the mouth. No beards are permitted. Sideburns may not extend below the bottom of the ear. Hair should be neatly trimmed and maintained for sanitary reasons.

   F. MAKEUP: Makeup is to be limited and conservative, **NAIL POLISH:** May not be worn for sanitary purposes, **NAME BADGES:** Every Cast Member must wear a nametag while on duty. You will be issued a red and white oval nametag with your first name printed on it (NO NICKNAMES). This is to be worn on the left side of your shirt.

2. **STANDARD UNIFORM**

   A. BLUE SHORTS/PANTS: Clean pants or shorts are to be worn per your position. They must meet approved guidelines, approved by your Manager.

   B. HATS/VISOR: All personnel will wear a clean, company-issued hat/visor while on duty.

   C. SHIRTS: Must be kept clean & wrinkle free. Only the top button may be open. No t-shirts are to be visible under your shirt.

   D. BELT: A belt must be worn. It should be black or brown and leather-like with a conservative buckle.

   E. APRON: A clean company issued apron will be worn while on duty.

NOTE: During the winter months, Cast Members located at the front order counter may wear a plain, white cardigan sweater. **No Pagers or personal telephones are permitted while you are at work.**

PLEASE NOTE...

Information in this publication is not intended to be interpreted in any way as a contract for continued employment. Your employment with the Company is on an "at-will" basis. This means that you are free to terminate your employment at any time and the Company equally reserves the right to determine the duration of your service. **The terms, conditions, benefits and guidelines concerning your employment are subject to change at any time.**

CHUCK E. CHEESE'S VISION

CHUCK E. CHEESE'S WILL GIVE THE GREATEST SERVICE ANYWHERE, BY EMPOWERING EACH STAR CAST MEMBER TO USE THEIR OWN BEST JUDGMENT TO CREATE RAVING FANS — WITH PRIDE, CARING, FUN & CREATIVITY.

Cast Activities News...

SERVICE AND HOSPITALITY

Chuck E. Cheese's goal is to exceed the guest's expectations when he or she visits any of our restaurants. To do this, we must offer "the best" in both service and hospitality. Contrary to popular belief, they are not the same thing.

SERVICE

This is a system or series of procedures that the guests encounter on their visit to a restaurant. A vending machine is the best example of a pure service system - the guests put in change, make a selection and receive a product. But there is no human contact.

HOSPITALITY & MAGIC

This is where you come in. Your smile, your appearance, your sincerity, your sense of humor and your willingness to go "above and beyond" in providing excellence to our guests are what set us apart from the competition. To effectively serve our guests, we must provide both service and hospitality. Without magic, we're just another pizza place...

HINTS BY HELEN

I have listed a few service points for you to follow which will ensure that our guests are being taken care of properly.

- Always greet our Guests with a smile.
- Always give a knife and fork with a salad.
- Always introduce the pizza to the Guest (Ex: "Here is your Large Pepperoni Pizza").
- Always check back to make sure everything is great (within 1 minute).
- Always ask the Guest if you can get them anything else.

A tool we must have on all the time. Don't leave home without it...

- It takes less muscles to smile than frown...
- It's been proven that your voice actually becomes warmer when you smile as you speak...
- Smile, you're always on candid camera...

PASQUALLY'S KITCHEN

Here's a little quiz I'd like you to take, I wanta make sure you're making my pizzas real good for our guests.

1. What is the proper weight of a large dough ball?
2. How long can a pizza sit in the service window before being served to a guest?
3. What is the shelf life of dough after mixing?
4. What should the finished dough temperature be after mixing?
5. Should the mix or the water be added to the mixing bowl first?

Well, how did you do? Great I'ma sure. Until next time Ciao!!

YOU CAN BE A STAR...

What, you say you're not an actor?

We disagree and this may be your big break. Chuck E. Cheese's has ventured on a new form of entertainment. LIVE Chuck E. and the star of this new show is YOU!

A training tape, audio tape and written costume instruction guide will assist you on your way to stardom.

So get up, get ready, put your performance hat on and check with your General Manager for introduction of this new entertainment in your location.

Bring added excitement and fun to your job by signing up for special training to be the one... the only... **LIVE CHUCK E. CHEESE.**

A FEW WORDS THAT CAN GO A LONG WAY

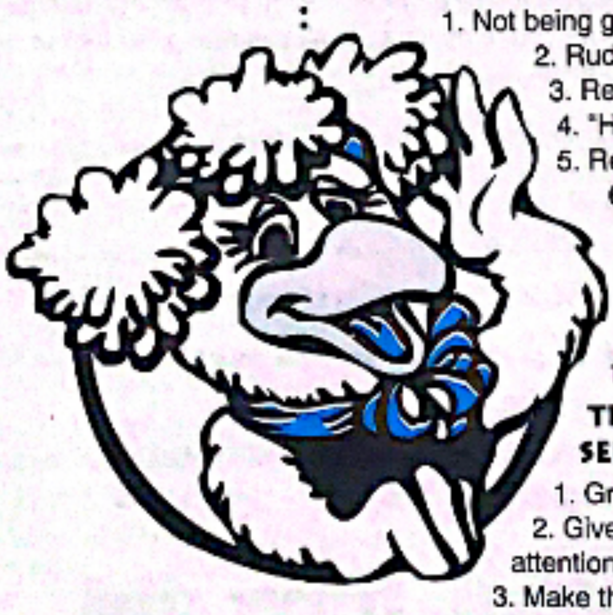
- May I help you!
- Yes Sir!, No Ma'am!
- Welcome to Chuck E. Cheese's!
- Have a great day!
- We appreciate your business!

STAR CAST ACTIVITIES...

HELEN HENNY'S GOLDEN RULES OF EXCELLENCE:

WHAT GUESTS DON'T LIKE

1. Not being greeted promptly at the door.
2. Rude or indifferent treatment.
3. Receiving the wrong change.
4. "Here's your pizza!"
5. Receiving the wrong order.
6. Dirty or improperly bussed tables.
7. "That's not my station."
8. Long waits.
9. Being interrupted.
10. No utensils with order.



THE CODE OF QUALITY SERVICE

1. Greet the guest immediately.
2. Give the guest your undivided attention.
3. Make the first 30 seconds count
4. Be natural, not phony or mechanical.
5. Be energetic and cordial.
6. Be the guest's "agent".
7. Think! Use your common sense.
8. Bend the rules sometimes.
9. Make the last 30 seconds count.
10. Stay "up beat" and SMILE alot...

QUALITY SHIFT INDICATORS

• No trash exterior • No trash interior • No lines • Pizza times called out • Pizza times not over 10 minutes • Pizza in window less than 15 seconds • Smiles • Guest smiles having fun • Instant pre-bussing • Birthday parties being met at door • Restrooms being maintained • Interacting with guests • Ball crawl under control • Visible gameroom attendant • Walk around entertaining the kids • Kitchen clean as you go • Taking breaks • Restroom checks clean • Salad bar being maintained/fresh

FOOD & SERVICE

"KEEP THE MAGIC"

Vision Quest Makes Us The Best

"V"	Very friendly to guests
"I"	I want to help guests
"S"	Service the guest immediately
"I"	Insure excellent products
"O"	Outgoing personalities
"N"	Never say no to a guest
"Q"	Quality is our business
"U"	Use your talents
"E"	Every guest leaves happy
"S"	Say "Hi" and "Bye" to our guests
"T"	The guest always gets what they want.

I'm Your Guest Who Never Comes Back

I'm a nice guest. All merchants know me. I'm the one who never complains no matter what kind of service I get.

When I go to a store to buy something, I don't throw my weight around. I try to be thoughtful of the other person. If I get a snooty clerk who gets nettled because I want to look at several things before I make up my mind, I'm as polite as can be; I don't believe rudeness in return is the answer.

I never kick, complain, or criticize, and wouldn't dream of making a scene as I've seen people doing in public places. No, I'm the nice guest, but I'm also the nice guest who never comes back.

That's my little revenge for being abused and taking whatever you hand out, because I know I'm not coming back. This way doesn't immediately relieve my feelings but in the long run, it's far more satisfying than blowing my top.

In fact, a nice guest like myself, multiplied by others of my kind, can ruin a business. And there are a lot of nice people just like me. When we get pushed far enough, we go to another store where they appreciate nice guests.

He laughs best they say, who laughs last. I laugh when I see you frantically advertising to get me

back, when you could have kept me in the first place with a few kind words and a smile.

Your business might be in a different town and your situation might be "different," but if your business is bad, chances are good that, if you will change your attitude, the word will get around and I'll change from a nice guest who never comes back to the guest who always comes back and brings his friends.

"Guest Obsession"

GUESTS want to be treated with respect - acknowledge their presence.

GUESTS like enthusiastic service - smiles are still in vogue.

GUESTS expect us to know our job.

GUESTS are constants, Star Cast Members forget.

GUESTS want Star Cast Members with authority.

GUESTS are not numbers - they have names.

GUESTS want the whole organization brought to them.

GUESTS expect to get what was agreed upon.

GUESTS can tell if management hides from them.

GUESTS can tell if managers and Star Cast Members don't know what's going on.

GUESTS know what the service level is.

GUESTS can figure out where management's atttention is.

GUESTS want it perfect; they are not your mother.

GUESTS want problems handled quickly, efficiently and with proper remorse.

GUESTS are always thinking.

GUESTS think competition is just fine.

GUESTS can spot apathy in a second.

GUESTS can't be fooled.

GUEST loyalty is earned.

GUESTS expect it right the first time.

GUESTS know, it's the detail that counts.

GUESTS don't complain; they just don't come back.

GUESTS don't know company jargon.

GUESTS like to offer their opinion.

GUEST homicide: "We've always done it this way." or "It's our corporate policy."

"LIVE CHUCK E." BRINGS DOWN THE HOUSE

CONCERT REVIEW

Well folks it's time for the top 5 concerts of 1995. Coming up at #5 is a "ZZTop", it looks as if these guys haven't lost their stuff yet. At #4 is "Garth Brooks". With his latest album topping the charts it's no surprise that he's selling out all over the US. At #3 it is "Pearl Jam", what can I say? These guys are HOT...At #2 is "U2". This group from Ireland is on tour and hotter than ever. This is a must see. And now at #1 it is...yes readers it is the "Live Chuck E. Show". Chuck E. Cheese is on tour and bigger than ever. Kicking off his U.S. tour in each new store's grand opening, he moved the crowd singing his version of popular songs from big name groups. After the concert and the crowd had settled down, he took time out to sign a few autographs for his fans. When asked to comment while he was being photographed all he could say was, well "Cheese". Don't miss the show, it's coming soon to a Chuck E. Cheese's near you.

~~CUSTOMER~~

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GUEST SATISFACTION

Every company tries to achieve it and relatively few succeed. What do companies need to do to attain guest satisfaction?

We think the reason we meet our service goals is that we have no "customers". Our philosophy is that every person who visits us isn't just a customer, but is our guest - someone whom we're glad to see and want to make happy. The good times that our guests enjoy at our restaurants are nothing more than a by-product of being treated as if they were part of our family. Since families are at the core of our target audience, our job is to make the families that visit us part of our larger family.

You see, our service mission - "Every guest leaves happy" - has become more than just a slogan. It represents the sincere desire of each member of our team to make each guest's experience with us, a happy one. We're not just in the food and entertainment business - we're in the happiness business.

We're so firmly committed to accomplishing our service mission that we've analyzed the true meaning of each component of our mission:

"EVERY" - Not most or a few of our guests should have a great experience, but each parent or child who visits us. Our team is committed to achieving the 100% happiness of each guest - whatever it takes.

"GUEST" - Guests are invited and welcomed, just as in one's home. They're the constant focus of our entire team. And they deserve to have great food and fun while they're with us.

"LEAVES HAPPY" - We're not just after "customer satisfaction." We want our guests to be excited about their visit to our centers. We want them to be anticipating another visit to us as soon as possible.

At the heart of our attempt to provide guest happiness are the people that serve the guests. Our "people" strive to be the friends and entertainers of our guests. They're a team dedicated to making each guest welcome and pleased to be with us.

Our managers are graduates of our "Chuck E. Cheese's University" in Arlington, Texas; where in an intensive two week education program, we take guest relations to the forefront of their responsibilities. Such managers in turn cultivate this "happiness" culture in their own restaurants which ultimately leads to a great experience for the whole family. But development of our team members doesn't end with this initial training period. Since people are at the core of our concept, continual development is a major priority. Goal setting, coaching and follow-up are emphasized at all levels.

When you're in the happiness business, you're in the entertainment business. Each of our team members is trained and coached to be more than an "employee" but to be part of the entertainment package. After all, we're the place "Where A Kid Can Be A Kid."® We offer our younger guests warm greetings, big hugs and pleasant surprises during their visits. We gauge our success by the most obvious measurement - their smiles and laughter. For moms and dads, we provide quality menu items quickly and efficiently served to their table. If we're making them happy, we know they'll come back.

Even the best team of cast members can't overcome surroundings which aren't attractive, clean and fun to spend time in. That's why we've upgraded and remodeled all of our restaurants in the last five years. And we're not done yet. But we'll really never finish improving our restaurants, because our guests deserve the cleanest and brightest place to bring their family.

The members of our team are only the beginning of our entertainment package. Our unique robotic animation stage show has been improved to provide a new level of entertainment and excitement to our young guests.

Chuck E. Cheese has been and will continue to be the star of our show. A "live" Chuck E. show has been added in locations offering our young guests an opportunity to see their talented friend sing and dance before their eyes!

Entertainment at our centers also means exciting games and rides. We search the world over for the latest developments in rides and skill games that will challenge and delight kids of all ages. It's important for kids to "win" and our skill games provide our young friends with fun as well as a challenging opportunity to test their skill talents.

In order to communicate our message to our guests, we've continued to utilize an aggressive television based marketing campaign. The description of our centers as a Place "Where A Kid Can Be A Kid"® is at the heart of our marketing efforts. It describes the heart of our concept - wholesome, exciting family entertainment and food. We also continually interview our target audience through focus group analysis in order to accurately measure what our guests are thinking and feeling about their experiences with us.

In addition to the units we've remodeled, we will open 30+ new Chuck E. Cheese's centers every year all across America and even internationally. These and other new stores are performing substantially beyond our system average. As a result, we've accelerated our expansion plans.

In conjunction with our remodeling of the restaurants, we've made our guests the focus of other improvements. Our menu has been broadened and is now more attractive to family members, young and old.

Our determination to make our guests happy has been incredibly successful. In the past five years, average weekly sales of our centers has increased by 33%. Such dramatic increases in sales have also helped us experience improved operating margins and led to significant improvements in profitability.

VISION QUEST

HOW DO WE MEASURE GUEST EXPERIENCE?

____ **10 PTS** 1. A friendly greeting.
Host or hostess at all times
Cashier
On the phone

____ **10 PTS** 2. Cashier
No more than 3 people in a line (opens another register).
Suggestive sells
Informs the Guest of the service sequence and merchandise

____ **10 PTS** 3. 10 minute cook time, 8 minutes going into a wait, Pizza times called out
Pizza does not sit in the window for more than 15 seconds max.
Presentation of product.

____ **10 PTS** 4. Service person communicates with the Guest as they deliver the pizza.
Interaction w/Guests
Describe pizza
Ask if there will be anything else
Distribute plates

____ **10 PTS** 5. Server or manager checks back with the Guest on food quality.

____ **10 PTS** 6. Bus and clean tables within 60 seconds of Guest departing.
Prebussing
Preboxing

____ **10 PTS** 7. Every Guest sees Chuck E. Cheese.

____ **10 PTS** 8. All games on the floor are working properly.
Ball Crawl/Safety

____ **10 PTS** 9. Fun/hospitable environment.

____ **10 PTS** 10. Management visible/interacting with our Guests and Star Cast Members.

____
100 %

WHAT SCORE DO WE GIVE OURSELVES TODAY??

You are now an official member of Chuck E. Cheese's Star Cast Team...

The Team Creates The Magic

TOGETHER
EVERYONE
ACHIEVES
MAGIC

KID-CHECK

Kid Check is a recently installed system to ensure that "Everyone that comes together, leaves together"

Every family is stamped with the same number (in a really cool invisible ink), so we can match them up when they go to leave. Birthday parties also all get stamped, but each has their own letter. Mom and Dad can relax and let their kids play freely in a safe, wholesome environment.

GREAT FOOD GREAT SERVICE

> "When guests are made to feel important, given fast, friendly service, they buy more and come back"

Kitchen Cast Members

To make GREAT food and provide GREAT service to the frontline team (your Guests). Remember: "If you are not taking care of the guest, you better be taking care of someone who is!"

Service Cast Members

Serve GREAT food and provide GREAT Service to our Guests, and if we fall short in either area, do your best to take care of it and inform the manager. Giving Guests what they expect; giving Guests something unique and distinctive.

CEC TRIVIA

DID YOU KNOW THAT EVERY YEAR...

- 25,000,000 lbs. (680,272 bags) of dough is used.
- Our guests drink 1,000,000 gallons of Coke products.
- We use 7,500,000 Birthday hats.
- We purchase over 3,500,000 ball crawl balls.
- We held 892,660 Birthday Parties
- 5,200,000 bags of Cotton Candy are eaten.
- 1,266,160 lbs. of pepperoni is used.
- 1,500,000,000 game tickets are distributed.
- 8,900,000 lbs. of cheese served each year.
- Each store opens with 70,000 tokens.
- We have over 12,000 star cast members in our concept.
- We will spend 15 million dollars this year in advertising, primarily TV.

OUR MENU - FOOD AND BEVERAGE, BON APPETIT!

Pizza

Freshly mixed and bunned daily, our dough is the foundation of this most popular menu item. We serve four sizes to accommodate all appetites. We offer a wide variety of pizza toppings that our guests can choose to have their pizza just the way they like it. Our own zesty pizza sauce and a combination of real cheeses serve as the basis for each pizza and after we bake your pizza, we lip the crust with our garlic margarine to add a unique taste. We offer several set pizza combinations such as our super combination and vegetarian. Our most popular pizza choices are pepperoni, sausage, beef, super combination and cheese.

Sandwiches

Three delicious sandwiches compliment our pizza category. Our Italian submarine is served on a hoagy style french roll topped with shaved deli ham, pepperoni, and topped with provolone cheese then baked until hot and juicy. Our Ham and Cheese is a bountiful portion of shaved deli ham and provolone cheese and then baked. Both sandwiches are then topped off with shredded lettuce, tomato slices, red onion, oil & vinegar, seasonings and parmesan cheese. Our Turkey-Bacon Melt is a combination of sliced turkey, bacon and provolone cheese. It's topped off with lettuce, tomatoes and honey mustard dressing. Yum!! All sandwiches are served sliced with potato chips and garnished with a cherry tomato and pepperoncini. A meal in themself, our sandwiches offer our guest an alternative to our popular pizza.

Breadsticks

Our pizza dough topped with garlic butter and parmesan cheese baked to a golden brown then cut into thin strips for easy dipping into our hot tomato sauce or cool ranch dressing. Great compliment to our salad bar! Our kids love'em, too!

WHERE A KID CAN BE A KID

Salad Bar

A tremendous focal point to our guest, our salad bar is our statement to our product quality. The freshest ingredients make up our self-serve salad bar. By the bowl or plate, we start you off with a huge bowl of lettuce mix, spinach, fresh vegetables & fruit, potato and macaroni cheddar cheese salad, and top it off with five premium dressings and toppings such as croutons, sesame seeds, raisins. One of the best salad bars in the industry. Our moms love it...

Beverage Bar

Our self-serve beverage bar offers up all flavors of Coca-Cola products; including Coca-Cola, Diet Coke, Cherry Coke, Sprite, Minute Maid Orange, Pink Lemonade, and also Dr. Pepper. We also offer a full range of caffeine free soft drinks for mom. In addition, we offer coffee, ice tea, soda water and water. We have soft drinks with free refills available to accommodate our kids and adults. Our lids are readily available with straws so the beverages stay in the cups. Remember where a kid can be a kid!!

Cotton Candy

A favorite with the kids, we serve this sweet treat at our merchandise counter. We make it fresh daily and pre-bag a generous portion in five flavors and colors. Yum! Yum!

Brownie

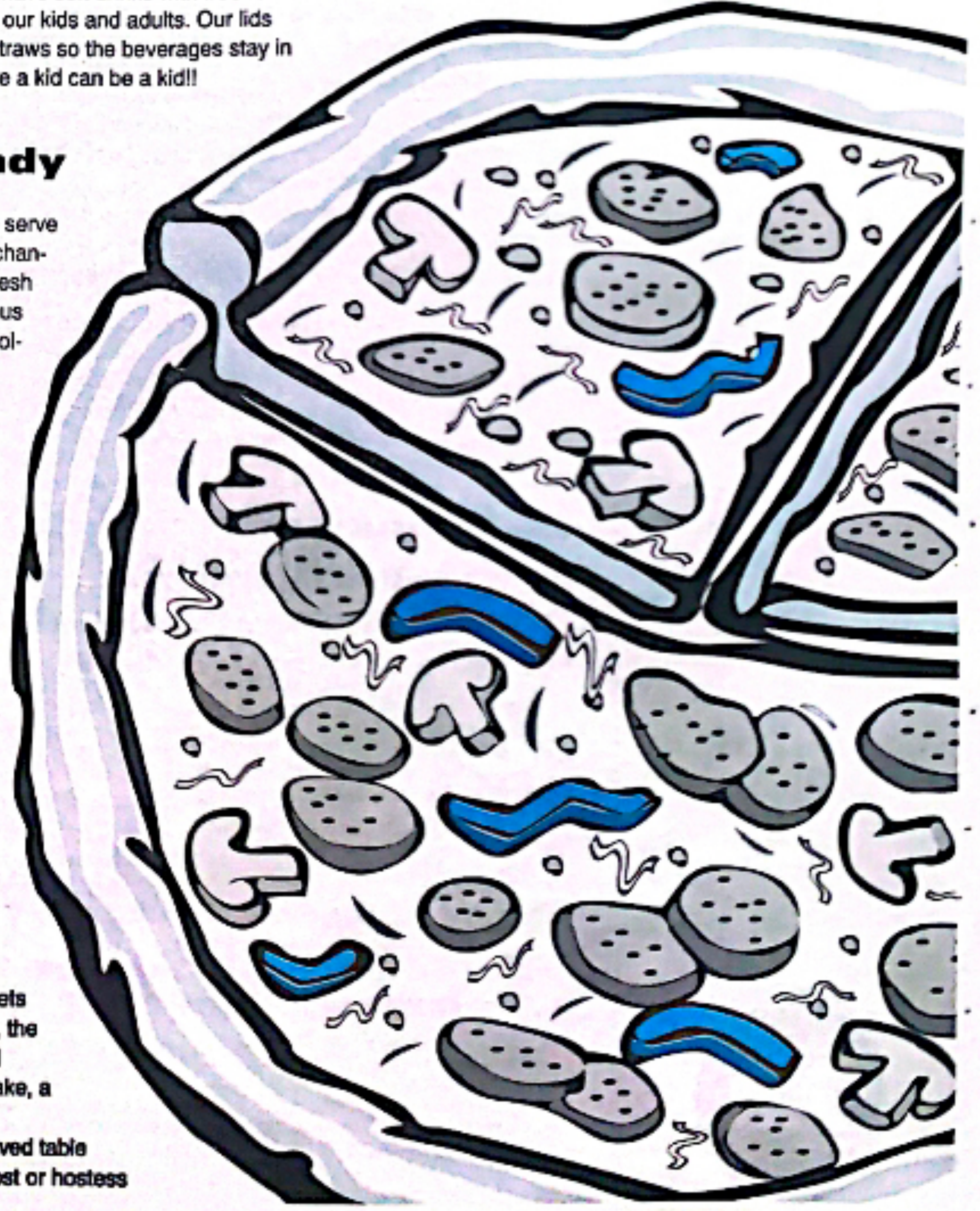
For the sweet tooth in all of us, we offer this dessert on our counter as an after dinner treat or with the meal. A chocolate cake brownie loaded with nuts and covered with chocolate icing. Isn't chocolate the fifth basic food group?

Birthday

Our Birthday program is the best in the business, bar none. For only $6.49 or $7.49 each birthday guest gets the works; pizza, soft drinks, the show, party accessories and hats, tokens, fun, birthday cake, a personal visit from Chuck E. Cheese, a live show, a reserved table for 90 minutes, a Birthday host or hostess etc. and we clean up the mess! Let the fun begin... Happy Birthday from Chuck E. Cheese.

Beer and Wine

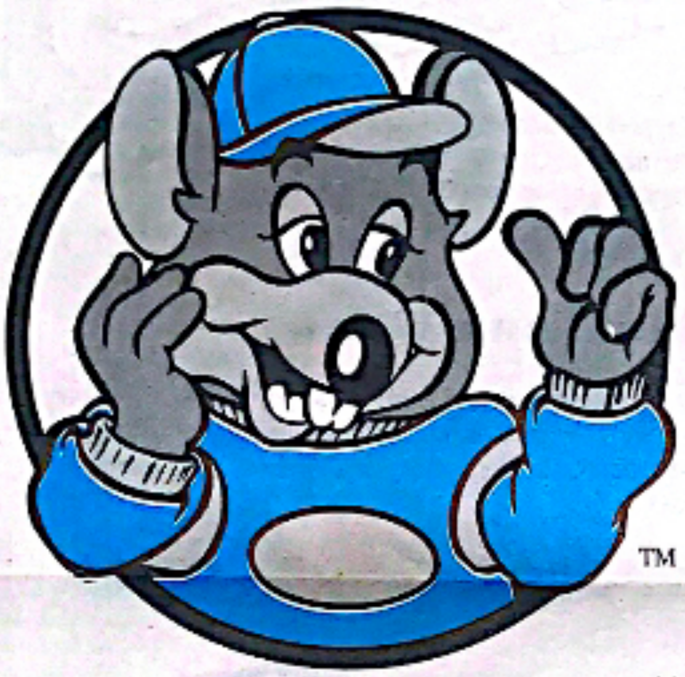
As an accommodation to our adult guests, we offer beer and wine to serve as a compliment to our menu, in most restaurants. We serve beer, chablis and rose wine by the glass.



MEET OUR CAST!

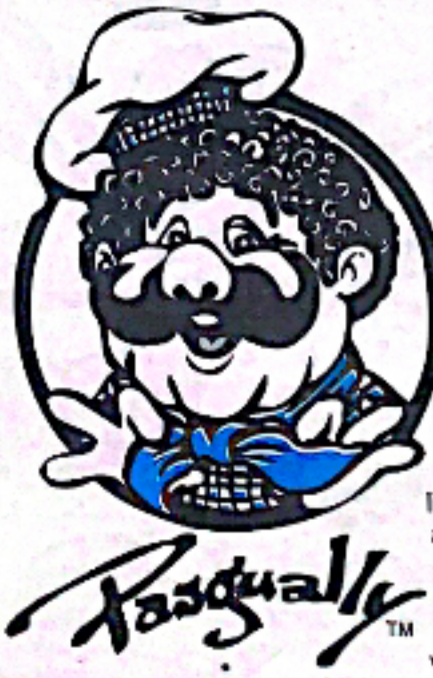
CHUCK E. CHEESE®

- AN EAST COAST RODENT



Chuck E. Cheese®

As the star and spokesman, Chuck E. Cheese is characterized by his energetic, fast talking and enthusiastic personality. Street smarts and projected self-confidence give him the recognition and distinction he deserves. He has an entrepreneurial attitude that won't quit, and he continually seeks and embraces new challenges. However, beneath the tough worldly exterior lies a heart of gold. His sensitivity and naivete' are what endear audiences to him, young and old alike. He is fiercely protective and supportive of his pals - after all, they've been together through thick and thin. But above all - Chuck E. is the champion of kids. Their happiness is his primary concern and he spares no efforts to entertain them and fulfill their dreams and needs. Earning their love and respect is Chuck E.'s Biggest thrill. It is this diverse combination of traits that gives Chuck E. his charisma and appeal.



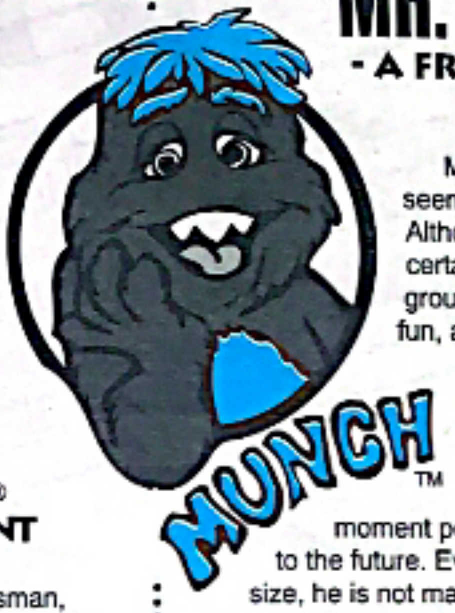
PASQUALLY®

- THE ITALIAN CHEF

Pasqually is very kind, vivacious, silly, proud and most definitely a ham. He is a bit of a jokester and prankster and (except for his cooking and singing), does not take matters or life in general, too seriously. He is also quite a romantic. Musically, Pasqually's role in the band is to keep a steady beat with the drums and lending his operatic voice to the rock-n-roll forte of Munch's Make Believe Band.®

MR. MUNCH®

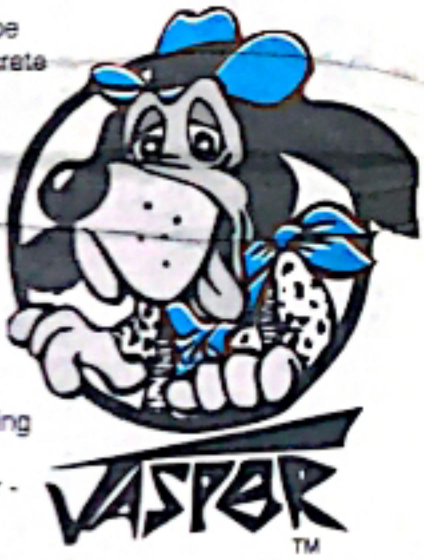
- A FRIENDLY PURPLE MONSTER



Mr Munch's name and personality seem to create an oxymoron. Although he goes by mister, he is certainly the proverbial kid of the group. He lives to eat, eat, eat, have fun, and create mischief in his unique and unpredictable ways Mr. Munch is the epitome of the ultimate kid when it concerns antics, games, and comments. His spur of the moment personality displays little regard to the future. Even though Munch is giant in size, he is not malicious or frightening. As the band leader, Mr. Munch takes his musical abilities seriously. That is not to say that he doesn't have fun with his songs and performances and cause a little trouble for the others.

JASPER T. JOWLS®

- A LOYAL HOUND DOG



Jasper can be identified as a "concrete cowboy". His flashy city slicker attire barely conceals his country roots, for which he often becomes nostalgic. As the unofficial storyteller, Jasper lends a historic perspective to the group, reflecting upon their many adventures together - both real and imagined. Jasper is extremely friendly, trustworthy, honest and true blue. His insight and common sense approach to life guide the group through many situations.

HELEN HENNY®

- A SPUNKY YOUNG CHICKEN

As the only female of the group, Helen Henny has an important role to fulfill. Her talent speaks for itself - as a singer with a rich and dynamic voice, she can belt out a tune that leaves even the other band members in awe. Just as smart as she is pretty, she's aware of current events, social issues, politics and, of course, the latest fads. Off stage, she's a little wild and crazy - she loves dancing and gymnastics (hence the party dress and tennis shoes). But when it comes to schoolwork, she really shines. Her goal is to motivate and teach young children through music, entertainment, and having fun.